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| BSE Limited Phiroze Jeejeebhoy Towers, Dalal Street, Mumbai 400 001 Scrip Code: 542752 | National Stock Exchange of India Ltd Exchange Plaza, 5th Floor, Plot No. C-1, G Block, Bandra Kurla Complex, Bandra (East), Mumbai - 400 051 Symbol: AFFLE |
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Dear Sir/Madam,

Sub: Disclosure under Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 (“SEBI Listing Regulations”)

This is to inform that the Company has been granted another patent in India, which was earlier granted to the Company in the US. This grant further builds upon our previously granted IPs that collectively strengthen the quality and effectiveness of our conversion-driven CPCU model, as we further fortify our AI-powered consumer platform stack.

The patent’s subject area is “Method and system for establishing a decentralized repository of fraudulent IP addresses and publishers utilizing blockchain”. The patented technology establishes a blockchain-enabled, decentralized shared repository for fraud intelligence across the digital advertising ecosystem, enabling authorized participants to securely record, verify and act on suspicious traffic signals in real time. It captures and analyzes real-time and historical ad interaction data, applies scoring and validation mechanisms to identify potentially fraudulent IP addresses, device IDs, device types and publishers, and enables their classification into shared blacklist / whitelist repositories for coordinated fraud mitigation.

This intelligent fraud mitigation framework fundamentally enhances the trust and reliability across the digital advertising ecosystem by helping distinguish genuine from non-genuine engagements, reducing invalid traffic and inefficient ad spends, and enabling more authentic, cost-efficient and measurable consumer outcomes across connected devices.

This grant reflects our continued focus on innovation-led technology development, strengthening our fraud intelligence capabilities and enhancing the efficiency, authenticity and future-readiness of our AI-powered consumer platform stack. We now have 18 unique patents granted out of our total IP portfolio of 39 unique patents with over 300 unique patent claims as on date.

Submitted for your information and records.

Affle 3i Limited

(Formerly known as Affle (India) Limited)

Regd. Office | A47 Lower Ground Floor, Hauz Khas, Off Amar Bhawan, New Delhi-110016

Communication Office | 8th floor, Unitech Commercial Tower - 2, Sector - 45, Gurugram - 122003, Haryana

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Thanking You,

Yours Faithfully,

For Affle 3i Limited

(Formerly known as Affle (India) Limited)

Parmita Choudhury

Company Secretary & Compliance Officer

Affle 3i Limited

(Formerly known as Affle (India) Limited)

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